

Age 18-24
Quit Line Data Summary
July 1 - September 30, 2003

	18 - 24	State
Number of Calls to Quit Line	N = 374	N = 2,935
Percent of Statewide Calls	15.7%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 366	N = 2,565
Female	64.2%	63.8%
Male	35.8%	36.2%
Race/Ethnicity	N = 325	N = 2,185
People of Color	16.0%	13.0%
White	84.0%	87.0%
Age	N = 374	N = 2,379
18 - 24 years old	100.0%	15.7%
Education	N = 351	N = 2,267
Did not graduate high school	28.8%	19.5%
High school graduate	39.0%	33.3%
Some college/vocational school	28.5%	35.3%
College graduate	3.7%	11.9%
Caller Type	N = 370	N = 2,685
General Information	3.8%	10.5%
Health care provider	0.5%	3.2%
Tobacco user	95.7%	86.3%
Payer Type	N = 255	N = 1,774
Insured	27.8%	29.4%
Uninsured	44.3%	30.4%
Medicaid	27.8%	40.2%
Heard About	N = 335	N = 2,220
Past caller	10.4%	14.0%
Employer/worksites	0.9%	1.1%
Health care provider	23.3%	29.8%
Television	17.0%	13.7%
Outdoor advertisement (billboard/bus/wall)	6.9%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.3%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.9%	0.5%
Brochure/Newsletter	8.1%	5.6%
Family or friend	26.6%	24.7%
Health Department	4.5%	4.1%
School	1.2%	0.6%